

**SBC Alumnae Alliance Council (SBC AAC)**  
**Meeting Minutes**  
**November 17, 2015**

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Margaretta Colangelo '87, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, , Sarah vonRosenberg '72, Kathryn Yunk '91

**Absent:** Beth Ann Newton '86, Cady Thomas '98

**Meeting Purpose:** Standing weekly teleconf of the SBC AA Council to coordinate efforts across the Working Groups, and as the Council as a whole.

**New Business:**

- **Discussion with Ellen Bowyer (who in her position as Amherst County Attorney helped in the fight for the College) -** Input and ideas for AA Council consideration included:
  - Comment: From her perspective, it is most beneficial for the Council to remain part of the College, and NOT a separate 501(c)(3).
  - Recommendation: It would be helpful to update the official SBC Alumnae Alliance web page Frequently Asked Questions (FAQs) related to governance, and relationship to the Board of Directors.
  - Recommendation: Continue to emphasize the value and respect for the alumnae base, and their contributions to the College. In Ellen's words, "They CARE about the College. They are really impressive women. They are key to the College's success (networking, promotional value, monetary and other resources)."
  - Recommendation: The AA Council can be very helpful to the Board of Directors, and the College, by serving as an official forum for communication:
    - Communicate from the alumnae base (14,000 alumnae) to Board of Directors
    - Communicate from the Board of Directors to the alumnae base
    - Act as two-way conduit to provide strategic advice to the Board and the College on areas that its alumnae care about.
  - Recommendation: Consider alternative communications mechanisms to Facebook. Consider how to distribute information in multiple official channels and more often.

**Ongoing Business:**

- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting Alumnae Relations requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- Support the Town Halls with Pres. Stone -- Northern Virginia and Downtown Washington DC
- Continuing "soft launch" of <http://www.shopsweetbriar.com/> -- an integrated online marketplace for the **BookShop, Shop Sweet and Alumnae Marketplace**. SBC chocolate bar coming soon.
- Continuing **SLACK** <https://sbcaa.slack.com> pilot to support the AA Council. License upgrade moving along, so we can scale the virtual collaboration portal to support Working Groups too.
- **AA Council Operations** –
  - Planning an in-person meeting in parallel with the Board of Directors for Spring 2016 (targeting Friday-Saturday, February 5-6, 2016 timeframe). Action Item: Sarah vonRosenberg and Debra Elkins to work up a rough agenda with KP (Alum Relations).
  - **AA Council meeting minutes** on the web, and the AA Facebook official page - see <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.
  - **AA Council Facebook page moderators** – Amy Leigh, Phyllis, Katie S., Meg, and

- Clelie & DJ from Alumnae Relations
- **Social media communications** -- see <http://sbc.edu/alumdev/contact-us#Connectonline>. Class Acts / class officers will also be exploring Pinterest, Instagram, and Twitter soon.
- Reminder: as Working Group co-chairs receive **inquiries and potential Alumnae Alliance volunteers via the online submitted forms (Wufoo!)**, please reach out to them and see how we can best engage them as part of the Alumnae Alliance.

### **Working Group Updates and Key Issues for Discussion**

#### **“Class Acts” / Reunions:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- **Support to the Class of 2017 (Jr Class) for Junior Banquet**, and nominating an honorary member of the Class, similar to Presidents Hill (1993) and Muhlenfeld (1998). Coordinating with Tasha Gillum (SBC Student Life)
- Continued identifying and **confirming class officers**. Will start calling folks we haven't heard from. We're getting some intelligence on classes that need new leadership and are following up.
- Katie Weidner is following up with **classes who need fund agents**
- The **social media team** is putting together a plan for creating class pages on Pinterest
- Reached out to MMC bubble to coordinate our efforts to expand class officer's use of social media including Facebook, Pinterest, Instagram, and Twitter.

#### **Media, Marketing and Communications:** Meg Guegan '92 and Margaretta Colangelo '87

- **Teresa Tomlinson** speaks on a **Non-Profit Quarterly panel** about the recent governance issues invoked in wake of announced closure and the successful saving of the college. Check out the video clip at <https://nonprofitquarterly.org/2015/11/19/nonprofit-governances-new-frontier-empowered-and-connected-stakeholders/>
- **Update on the Alumnae Alliance Facebook page.**
  - **Page Administrators** can manage all aspects of the page including sending messages and publishing as the page, creating ads, seeing which admin created a post or comment, viewing insights and assigning page roles.
  - **Page Editors** can edit the page, send messages and publish as the page, create ads, see which admin created a post or comment, and view insights.
  - **Page Moderator Current Roles**
    - **Alumnae Council Page Administrators:** Amy Leigh Campbell '97, Meg Guegan '92, Phyllis Jordan '80, Katie Schellhammer '95,
    - **Alumnae Relations and Development Page Administrators:** Clélie D. D. Steckel (Associate Director of Alumnae Relations & Annual Giving), DJ Stanhope '81 (Senior Associate Director of Alumnae Relations & Annual Giving),
    - **Editors:** Alice Dixon '82 (Member, SBC Board of Directors and Board of Directors Liaison to the Alumnae Alliance)
- **SBC's LinkedIn Alumnae Group**(over 1500 alumnae, current students and faculty) <https://www.linkedin.com/groups/Sweet-Briar-Alumnae-35777/about>
- **Junior Year in France (JYF) LinkedIn page** for professional networking (30+ members and growing) <https://www.linkedin.com/groups/7019682>
- **Junior Year in Spain (JYS) LinkedIn page** for professional networking now open to public with 132 intercollegiate members. <https://www.linkedin.com/groups/4042408/profile>
- The **“Sweet Briar Women in Career X” Series of e-Books**. These 10 e-books are profiles of alumnae who have excelled in various professions including STEM, business, law and government, non-profit organizations, education, media and marketing, art and design, alumnae

book authors, and equestrians. To see these e-books, check out

<https://www.linkedin.com/today/author/8446198>

- To join the **Sweet Briar Alumnifire**, please visit <https://sweetbriar.alumnifire.com>  
Alumnifire is a free service that unlocks, organizes, and makes accessible the substantial value of alumni groups by creating a place where alumni can help one another directly in a way that is convenient for them.
- Help with advertising the **2016 Mount Vernon Leadership Fellows Program**. The Mount Vernon Leadership Fellows program is a competitive five-and-a-half week summer fellowship which offers a select group of rising college Juniors (current Sophomores) unparalleled opportunities in the nation's capital and on the famous estate of America's first president. As a fully funded program generously supported by noted philanthropist and business leader David M. Rubenstein, the Mount Vernon Leadership Fellows program offers each student a generous stipend as well as campus housing, meals, activities, and all transportation to and from Washington, D.C. Application Deadline: February 5, 2016, Program Dates: June 6, 2015 - July 13, 2016, Location: Washington, DC and Mount Vernon, VA, To nominate a student, please see <http://www.mountvernon.org/library/the-george-washington-leadership-institute/leadership-programs/mount-vernon-fellows>
- **Sweet Briar is #13 on the list of 40 beautiful colleges in rural areas**. See <http://www.greatvaluecolleges.net/40-most-beautiful-college-campuses-in-rural-areas/>

**"The Network"**: Katie Schellhammer '95 and Sarah Clement '75

- **Paris terrorism events – kudos to Catherine O'Brien West '99 and Evangeline Taylor '00** for aiding in communicating to the SBC family abroad. Everybody was accounted for within 2.5 hrs. Also noteworthy – College crisis management plan execution by **VP for Academic Affairs Pam DeWeese and JYA staff**.
- Provided alumnae support to **International Education week**  
<http://sbc.edu/news/study-abroad/sbc-celebrates-international-education-week/>
- Jill Triana, Alumnae Alliance Student Life Working Group Leader, beginning to work on stuff related to discussions with Kelly Kraft Meyer (Student Services at SBC)
- Helping Barbara Watts (SBC Career Services) to organize a **careers workshop** with resume advice, mock interviews
- Working on **senior class campaign** with Caitlin Daniels '15
- Connected with experienced alumna Mary-Celeste Slusser to begin looking into **Online Learning** options and ideas. Planning a conference call with Mary-Celeste and Debra Elkins to learn about and discuss ideas.
- For help with updating alumnae contact info on **Banner**. Bonnie Seitz says "instruct any alumna to contact the office by emailing [alumnae@sbcedu](mailto:alumnae@sbcedu) or contacting her directly by email at [seitz@sbcedu](mailto:seitz@sbcedu) for their password or for help using Banner."
- Good **STEM blog article** from Stacey Sickels Locke '88 on **SBC participation in Technica – the first all-women's hackathon at the University of Maryland**. A hackathon is great way for students of all majors to learn new skills (particularly in technology), work as a team, interact with future employers and make themselves more employable. Best of all - this requires no costs to the institution or to the students (and not too much interruption to faculty busy with other important work)!! See the blog online at <http://beingunlocked.com/2015/11/my-journey-with-a-hackathon-team-at-technica/>

**Clubs / Geographic Structure**: Cady Thomas '98 and Kathryn Yunk '91

- **Sweet Briar Days** – the College has asked for feedback and options

- Considering options for **prospective student events** by local clubs. Enrollment deadlines are December 1, 2015 and February 1, 2016
- Potential to share **prospective student / ice breaker idea from Teresa Tomlinson '87**
- Have begun confirming volunteers for Clubs Regional and State points of contact to help lead Clubs efforts
- Rewriting/updating AA Club Handbook; will circulate to targeted alumnae with prior clubs and regional leadership experience for review and comment
- Seeking a volunteer to manage SBC license plate program – one has potentially raised their hand

**Development Working Group:** Lisa Longino '78 and Beth Ann Newton '86

- **Mary Pope Maybank Hutson '83 has been named vice president for alumnae relations and development, effective January 1, 2016.** Hutson led the Saving Sweet Briar Inc. campaign's major donor task force beginning in March, when the former administration announced its intention to close Sweet Briar, through September, when the group delivered its final payment to the College and fulfilled the terms of the settlement agreement to keep the College open. <http://sbc.edu/news/uncategorized/sweet-briar-names-vp-alumnae-relations-development/>
- Working closely with Alumnae Relations and Development Office to refine and finalize roles and responsibilities for key volunteers
- Received alumnae initial input on potential **STEM grants funding sources** to potentially raise money for a major computer lab. Grants sources identified included National Science Foundation (Professional Formation of Engineers: REvolutionizing engineering and computer science Departments (RED) and Increasing the Participation and Advancement of Women in Academic Science and Engineering Careers (ADVANCE)), Department of Defense (Defense Advanced Research Projects Agency, Office of Naval Research), Office of the Director of National Intelligence / Intelligence community Advanced Research Projects Agency, Department of Energy / Office of Science

**Recruiting and Retention:** Julia Schmitz '03 and Michelle Badger '06

- 75 prospective students attended the open house at SBC last week!
- SBC Admissions beginning to announce early application / early decision candidates, and SBC Admissions encouraging accepted students to come by and take a photo, or **post a photo online with their acceptance letter that they will be joining the Class of 2020.**
- **Prospective Students Ice Breaker submitted by Teresa Pike Tomlinson '87** – Take some of the names, majors, graduation year, current job and city of all the SBC grads on Margaretta Colangelo's LinkedIn lists (SBC Alumnae in Career Field X e-Book Series). Print, cut and fold each name and put them in a bowl. While you give the salespitch on Sweet Briar, pass the bowl around, for everyone to take a piece of paper, but not look at it. When you finish the SBC overview, have each person to look at the paper they selected. Read out your alumna highlight and asked a few others to read theirs. Then ask them to pass their pieces of paper around. Make the point that "these are the women Sweet Briar made and they are a mighty network just waiting for you to join their ranks". This is a very impressive demonstration of SBC's alumnae network, and the SBC Brand, particularly to the parents.

**Strategic Initiatives Team:** Debra Elkins '93, Sarah VonRosenberg '72 and DeDe Conley '72

- [Save the Date] **AA Council on-campus meeting** in parallel with the Board of Directors meeting on **Feb 5-6, 2016.**
- Considering **ad hoc StatesWomen's Advisory Group (SWAG)** to permit input and reachback to prior Board of Directors and officers of the old Alumnae Association
- Strategic Initiatives Team to start thinking thru Sweet Work Weeks. How to coordinate with Buildings and Grounds needs / staff priorities, Reunion alignment, etc.

### **Other General Action Items**

1. Working Group Co-Chairs – continue to coordinate with key Administrative staff as appropriate; continue to focus on operationalizing WGs and subgroups. Coordinate and share info across WGs as appropriate.
2. WG Co-Chairs are asked to submit 3-5 summary bullet points on WG progress, and any key issues for Council discussion and coordination no later than each Sunday, by 8 pm ET. Debra Elkins to send out reminder / request for bullet points to WG co-chairs on Fridays. Bullet points WG status reports will be consolidated and shared as a pre-read along with the Agenda before each standing Council Tuesday teleconf.
3. WG operational leads supporting Co-Chairs are also asked to provide 3-5 bullet points weekly as part of the reporting and coordination cadence.

**Next teleconf: Tuesday, November 24, 2015 from 12 pm – 1 pm ET.**

The meeting was adjourned.